



12-Month Key Hiring Plan

To support product launch, customer onboarding, enterprise pilots, and aggressive growth milestones, Home Studio AI will expand its team strategically across five core functions: engineering, product, marketing, sales/partnerships, and customer experience. Our hiring strategy balances lean operations with high-impact roles, supported by an existing leadership team and advisor bench.

Engineering & AI Team (Q2–Q4 2025)

Goal: Build and refine the core infrastructure, rendering engine, and AI models.

Role	Purpose	Timing
Senior Full Stack Engineer	Build scalable backend + frontend for platform	Q2 2025
Computer Vision Engineer	Advance real-time staging, floorplan mapping, and generative imaging	Q3 2025
AI/ML Engineer	Train and fine-tune personalization models & AI furniture pairing	Q3 2025
DevOps / Cloud Infrastructure	Support reliability, security, and speed of asset delivery	Q4 2025

Product & UX (Q2–Q3 2025)

Goal: Translate customer feedback into clear, intuitive design experiences.

Role	Purpose	Timing
Head of Product	Lead roadmap, growth experiments, team coordination	Q2 2025
UX/UI Designer	Create intuitive interfaces, mobile-first flows	Q2 2025
3D Visualization Lead	Ensure staging realism, lighting logic, spatial layouts	Q3 2025

Marketing & Growth (Q2–Q4 2025)

Goal: Drive acquisition, brand awareness, and conversion across key audiences.

Role	Purpose	Timing
Growth Marketing Manager	Run performance channels (Meta, TikTok, SEM), landing pages	Q2 2025
Content Strategist	Lead video, email, blog, and organic SEO content	Q3 2025
Community & Social Manager	Build engagement via Instagram, TikTok, agent groups	Q3 2025

Sales & Partnerships (Q3–Q4 2025)

Goal: Close early-stage pilots and long-term platform deals with builders and brands.

Role	Purpose	Timing
Enterprise Sales Lead	Own builder/furniture manufacturer partnerships	Q3 2025
Account Executive	Sell and onboard agents, brokerages, and design firms	Q4 2025

Customer Experience & Support (Q3–Q4 2025)

Goal: Ensure onboarding, retention, and referral-worthy service.

Role	Purpose	Timing
Customer Experience Manager	Oversee onboarding, in-app education, success metrics	Q3 2025
Support Specialist(s)	Provide live chat, email support, ticket escalation	Q4 2025

Hiring Summary

Function	# Hires	Budget Estimate (Year 1)
Engineering & AI	4	\$550,000
Product & UX	3	\$375,000
Marketing & Growth	3	\$300,000
Sales & Partnerships	2	\$240,000
Customer Experience	2	\$180,000
Total	14	\$1.65M